

# ACCESSIBLE BIKE SHARE FOR THE MIDSIZED CITY

State of Bike Share in the City of South Bed

March 6, 2018

# SOUTH BEND'S COMMITMENT TO BIKE SHARE

*"Being pedestrian and bike-friendly is important to all of us, and we are now actively exploring the implementation of a bike share system to enhance transportation choices in partnership with MACOG."*

- Mayor Pete Buttigieg – 2017  
State of the City Address

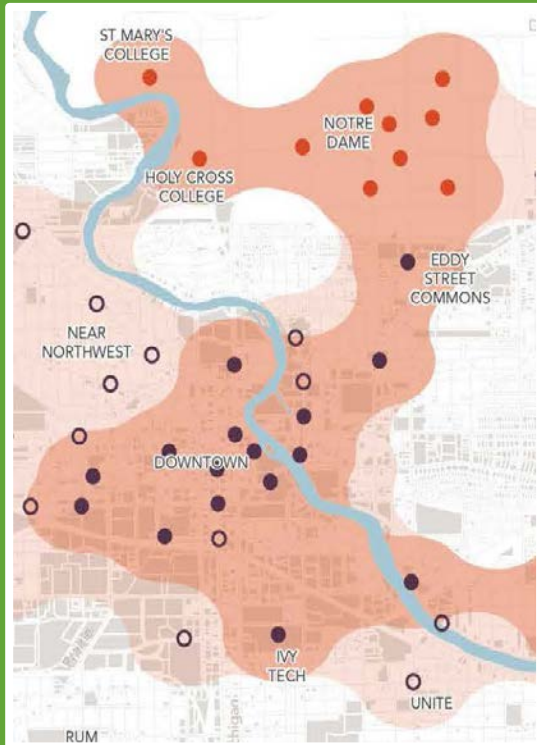
*"The City can likely support a bike-sharing program, but officials want more time to determine which type. The issue's complexity, some of it coming as a surprise to the city administration, warrants more research and planning."*

- South Bend Tribune



# TRADITIONAL BIKE SHARE SYSTEM

Station Locations



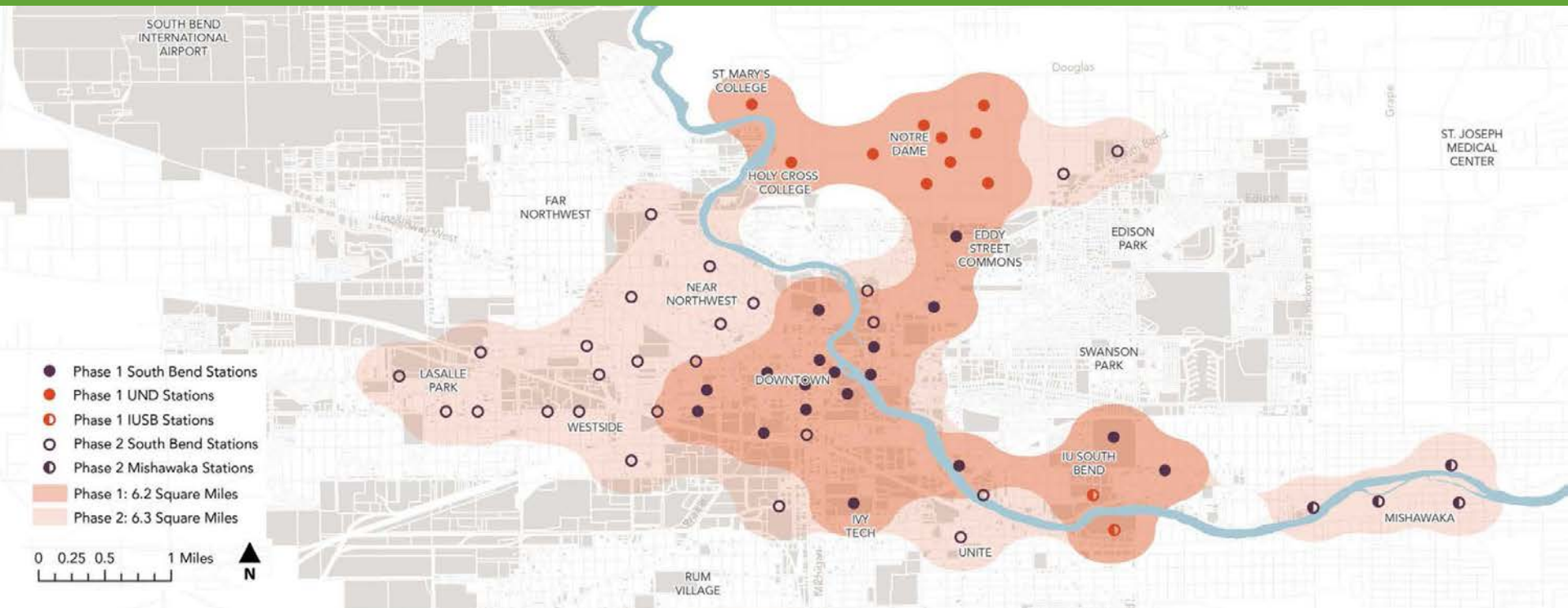
Cost of Equipment



Cost of Operations



# STATION LOCATIONS



Phase 1	30 Stations	266 Bikes
South Bend	18 Stations	160 Bikes
Notre Dame	10 Stations	88 Bikes
IUSB	2 Stations	18 Bikes

Phase 2	30 Stations	264 Bikes
South Bend	26 Stations	229 Bikes
Mishawaka	4 Stations	35 Bikes

Total	60 Stations	530 Bikes
-------	-------------	-----------

# COST OF EQUIPMENT

\$25,000-\$40,000 per station  
(10 bikes per station)

## Smart Bike System Elements



\$40,000-\$60,000 per station  
(10 bikes per station)

## Smart Dock System Elements





# COST OF EQUIPMENT – PHASE 1

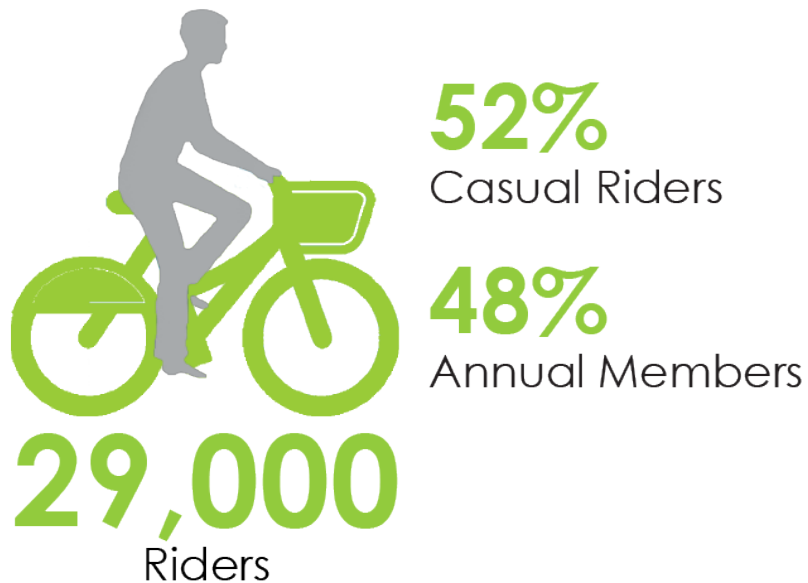
The funding need for  
**30 stations**  
is between  
**\$1.1 million and \$1.8 million**

Federal Funding could cover  
**80%** of these costs

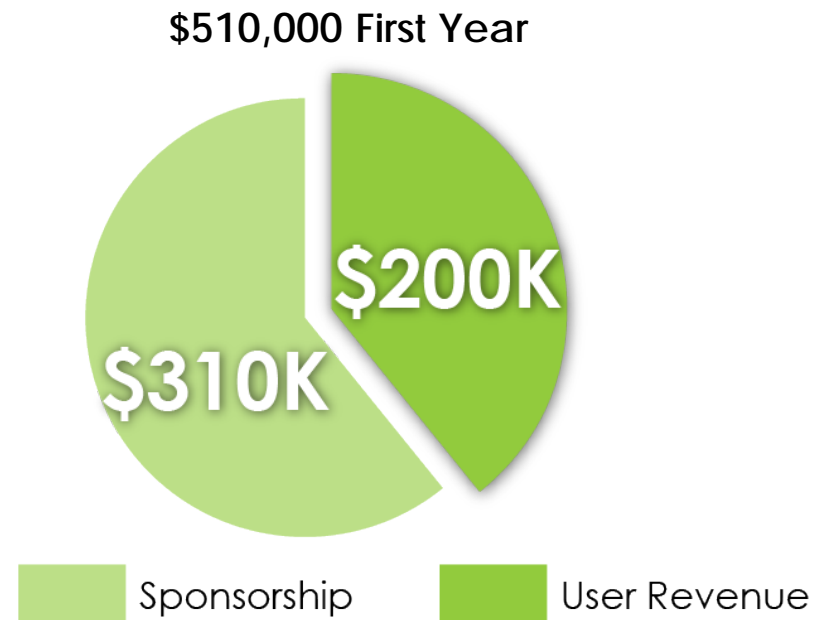


# COST OF OPERATING – YEAR 1

## Estimated Annual Users



## Annual Operations Costs



# NEWS ARTICLES FROM WINTER 2017

## Forbes

TECH 3/15/2017 @ 11:00AM | 9,512 views

### LimeBike Raises \$12M From Andreessen To Solve The 'Last Problem'



TRANSPORTATION

### Free ride: Is bike share's next evolution a system without stations?

*A new wave of dockless bike-share startups want to revolutionize cycling, but they've already faced regulatory issues in the U.S.*

BY PATRICK SISSON | MAR 31, 2017, 3:45PM EDT

TECH

### China's Bike-Sharing Startups Are Coming to U.S. Cities

Funding surge brings China's smartphone-activated two-wheelers to San Francisco

By Liza Lin

Updated March 24, 2017 8:53 p.m. ET

Urban bike-sharing programs in the U.S. have often been a sinkhole for investors, with low takeup rates and high operating costs requiring

### Are "Rogue" Bike-Share Systems Bad for Cities?

BY KELSEY E. THOMAS | APRIL 13, 2017

HOME | NEWS | DOCKLESS BIKE SHARING SCHEME 'OFO' LAUNCHES IN CAMBRIDGE

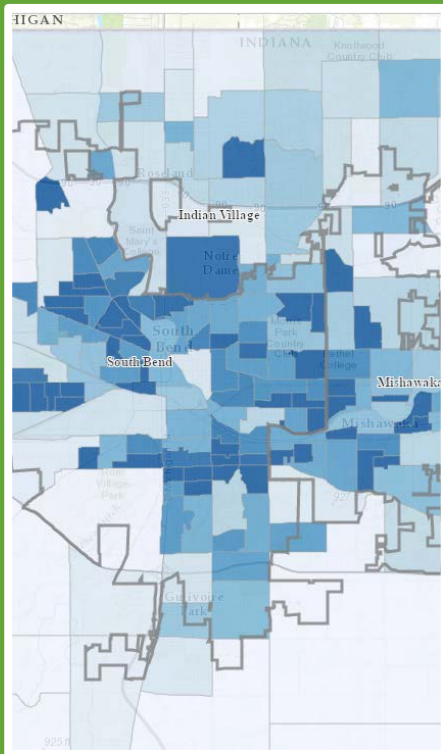
### Dockless bike sharing scheme 'ofo' launches in Cambridge

CYCLIST MAGAZINE | 20 APR 2017



# DOCKLESS BIKE SHARE SYSTEM

Diffused System



Park Anywhere



Latest Tech



Startup Venture



# EIGHT MONTH STATISTICS

July 2017 – February 2018

# RIDERSHIP



**210,000**

Trips

**28,000**

Unique Riders

**1,500**

Bikes Available



# FIRST & LAST MILE CONNECTION



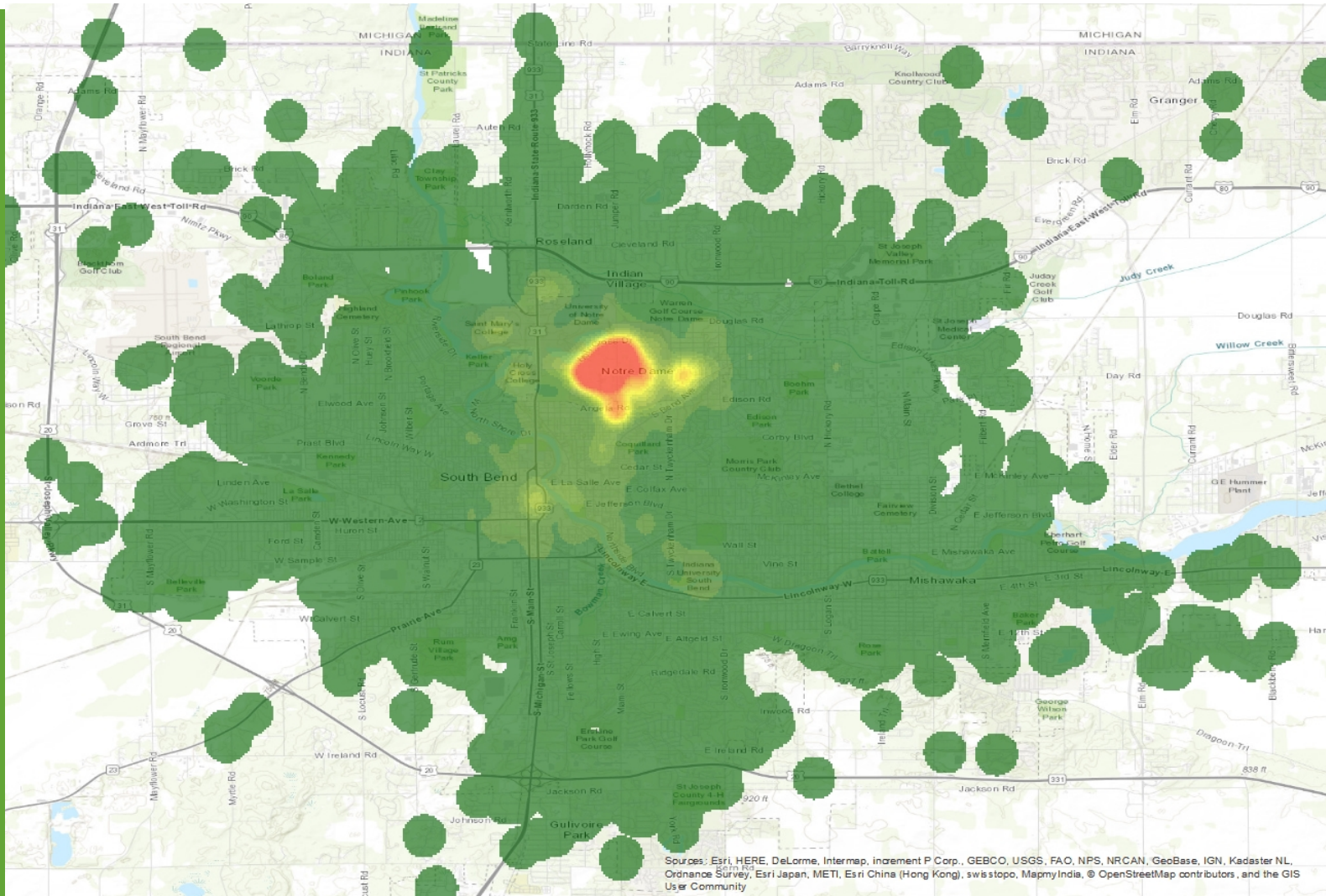
**11%**

Trips Near  
Transit Stop

**8 min**

Average Trip  
Time

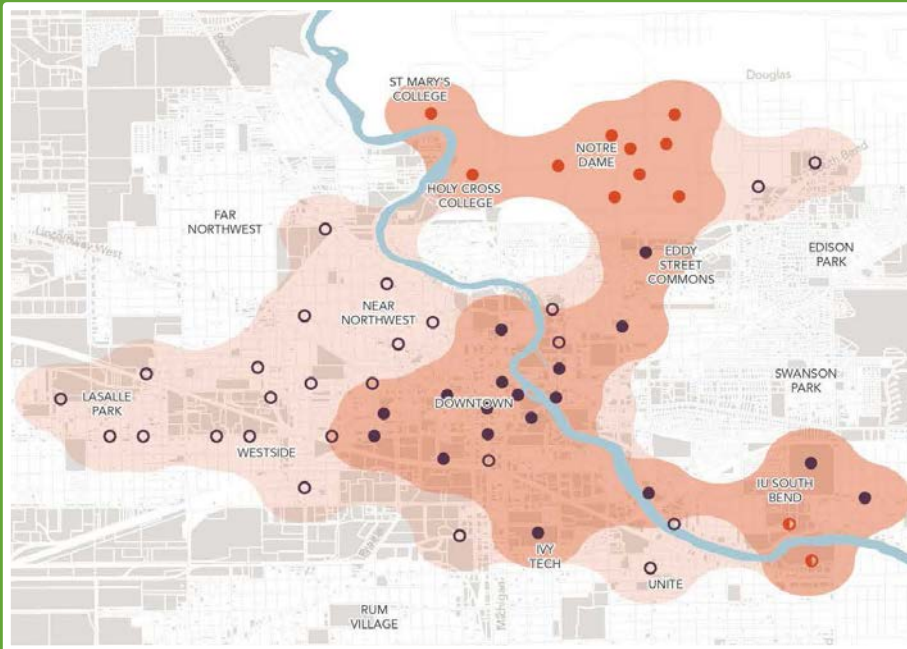
# SERVICE AREA



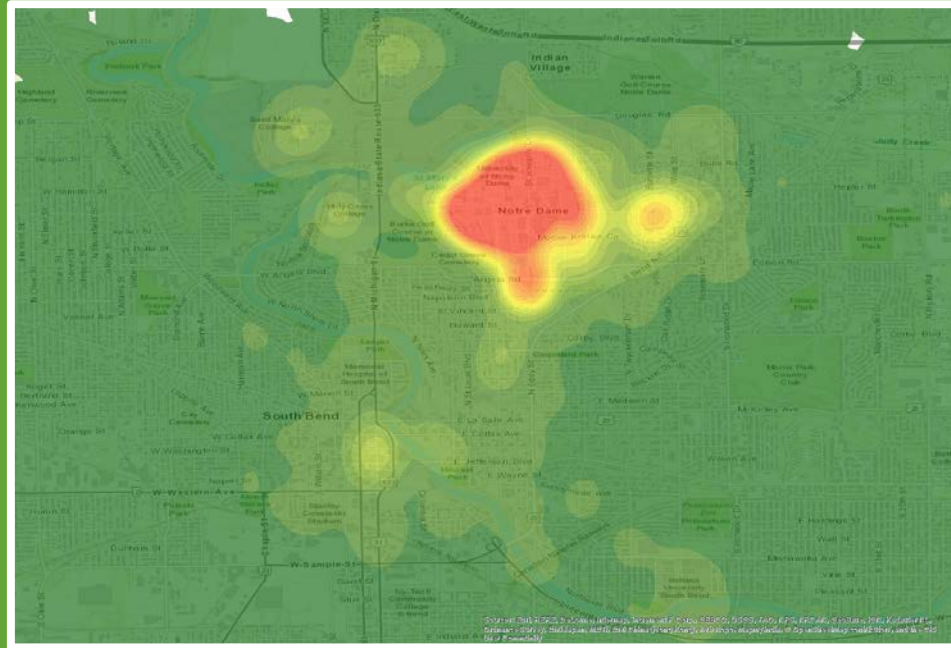


# SERVICE AREA COMPARISON

60 stations with 500 bikes phased



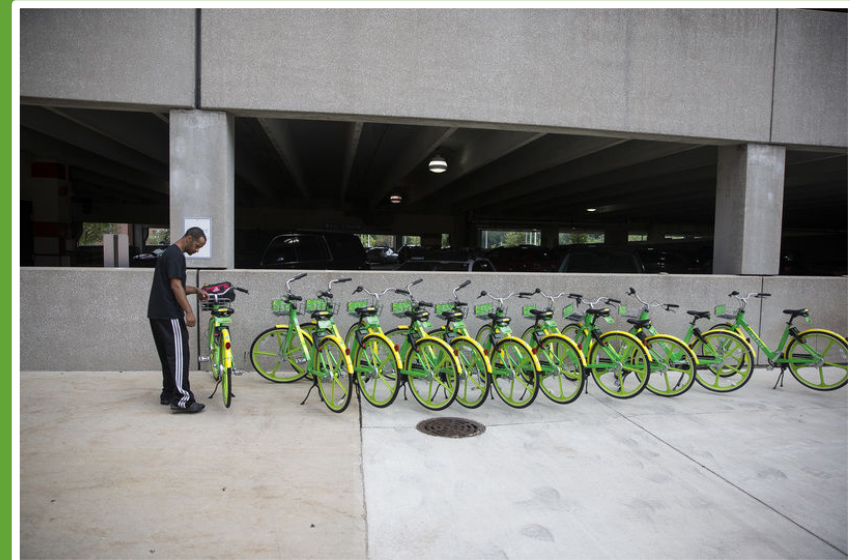
1,500 bikes in less than 6 months





# CHALLENGES

# PARKING, WEATHER, VANDALISM



# FUTURE INITIATIVES



# PARKING ENCOURAGEMENT





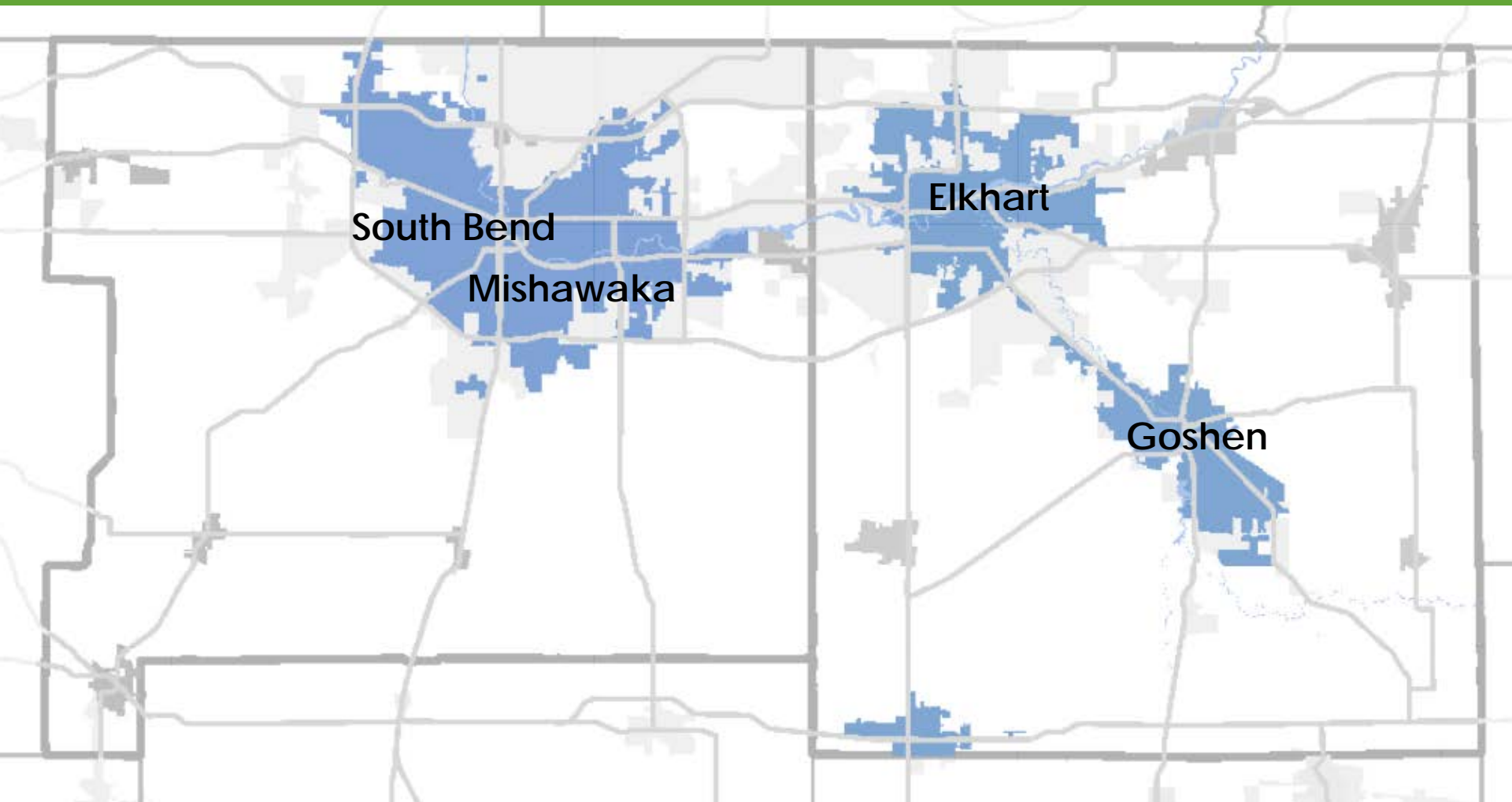
# IMPROVED EQUITABLE ACCESS



Partnership with  
Area Organizations



# REGIONAL EXPANSION





QUESTIONS?